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ABSTRACT

A project in which college students produced a multimedia documentary of life in Two Harbors, Minnesota, while surveying residents' attitudes toward the project, is described in this paper. Topics discussed include a documentary project held in a different town the previous year, the value of analyzing public reaction to such a project, the way the town of Two Harbors was selected, and the research methodology, hypotheses, and results. Results revealed that the project was an overwhelming success, but it is noted that the project must be considered exploratory since more work is needed to refine the measure of public opinion. Tables are then presented that show data obtained from three questionnaires used in the project: a post card questionnaire sent to photographic subjects immediately after being photographed, a questionnaire mailed several weeks later to a sample of residents who had and had not been photographed, and a questionnaire distributed at the multimedia showing held for town residents. (Copies of the questionnaires are included.) (GW)

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PUBLIC OPINION TOWARD A DOCUMENTARY PROJECT

by

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PUBLIC OPINION TOWARD A DOCUMENTARY PROJECT

Photographic Documentary

One year ago, a documentary photography class from the University of Minnesota visited Sleepy Eye, Minnesota, a small farm community of 3,500 population.Photographers spent four days attempting to cover life in the town. The class was very well received by the community. Some students were invited to stay in the homes of the residents. The local newspaper ran a series of picture pages of the photographs. The class produced a multimedia show from the pictures and presented it for the community in the high school gym. Nearly 300 people attended and thoroughly enjoyed themselves. Funding was recently obtained to publish a picture book.

Need for Research

The documentary effort was successful from a number of standpoints. There was a great deal of enthusiam generated by getting away from campus and meeting the challenge of finding interesting pictures in a small town environment. There were excellent opportunities to edit pictures and produce a 30 minute slide show with narration and music. The publication of a picture book will be another rich learning experience for students. Those connected with last year's effort felt that the project was a success. Yet, something was missing. No quantified sense of public opinion toward the project existed. There is a need for research in this area and this year's documentary field trip provided an opportunity to meet this need. Analysis of public opinion toward the documentary project provided the photographers an additional needed dimension in their learning experience.

Research Design

When twenty photographers visit a small town for four days, the photographic documentary becomes a major topic of conversation in the town. It was expected that attitudes toward the documentary would vary widely. Some would wonder why anyone would want to photograph life in a small town, and others might be upset with the photographers' presence. Others would think the project amusing. Still others would become excited and see the project as a benefit to the community. While these reactions were observed in the Sleepy Eye, Minnesota documentary photography trip, they were not quantified.

We know that the documentary event itself, including press coverage, is likely to provide a salient topic of conversation (McCombs & Shaw, 1972, 1976). Initially, the

documentary will be the major item of local news. But research guaging public opinion toward a photographic documentary on the community level has not been done. The current project is seen as an opportu nity to do exploratory work in this area.

Community Selection

Students investigated several potential locations for the documentary trip and after considerable discussion, Two Harbors, Minnesota was the majority choice.

Two Harbors, on the scenic North Shore of Lake Superior, has had an interesting history. The North Shore was visited in the 1600's by French explorers. In 1783, England relinquished claims to the area east of the Mississippi as a result of the Treaty of Peace which terminated the Colonial struggle for independence. Between 1787 and 1849 the area was part of various territories: Unorganized Northwest Territory, Indiana Territory, Illinois Territory, Michigan Territory, and Minnesota Territory. The first iron ore train arrived in 1884 and the first newspaper was published in 1890. The city charter was granted in 1907 and at the same time construction began on the first steel ore docks in the United States.

The town supported remarkable growth as a result of the business generated by the ore docks. However, when conditions in the mining industry required the railroad to stop shipping ore through Two Harbors, the town faced financial disaster. Within a month of this setback citizens formed the Two Harbors Industrial Development Council. The Council mounted a campaign calling Two Harbors an "Industrial Shangri-La". The campaign was a success in drawing new industry into the area, and now, the long ore boats are again taking on ore in Two Harbors.

The town currently has approximately 4500 residents who were very friendly toward the class. The people of Two Harbors afforded the class excellent photographic opportunities.

Data Collection

Data were collected at three points by survey questionnaires. A post-card questionnaire was given to photographic subjects immediately after being photographed. Subjects were asked to answer the questions as soon as possible and drop the card in the nearest mail box. Several weeks later, a longer questionnaire was mailed to a sample of those who were photographed and to a random sample of the town who had not been photographed. The sample of people photographed was determined by the complete listing (N=235) of people with complete Two Harbors addresses from the photographer's identification books. Those names were deleted from the phone book and a random sample of addresses was taken to obtain reactions from people not photographed. These questionnaires (N=169) were addressed to the "residence of" to avoid a sex bias in telephone listings. A third questionnaire was distributed as people came into the high school auditorium to see the multimedia show.

Hypotheses

We would like to believe that there is a high congruence between expressed attitudes and overt behavior. Empirically, we know that attitudes and behavior frequently do not match. Regan and Fazio (1977) have suggested that one should look to the method of attitude formation as a modifier of the congruence between attitudes and behavior. They found that direct behavioral experience with the event about which attitudes are formed would lead to behavior consistent with those expressed attitudes. It follows that some form of direct behavioral experience with the documentary project will influence public opinion and behavior toward the project. In the current project, direct behavioral experience is operationally defined as photographic and conversational interaction of a subject with a photographer. That is, a person is knowingly photographed and engages in conversation with the photographer. This definition excludes telephoto, candid photographic situations. This suggests some hypotheses regarding public opinion and behavior toward a photographic documentary project.

H_1: Opinion toward the photographic project will be moderated by direct behavioral experience with the project.

H_2: Opinion toward the photographic project will be moderated by liking the photographer as a person.

H_3: Opinion toward the photographic project will be moderated by liking to be photographed.

H_4: Multiple behavioral experiences with photographers will lead to a higher opinion of the project.

H_5: Opinion toward the photographic project will be negatively associated with age.

A 55-minute version of the multimedia show you have just seen was shown in the high school auditorium. The show included pictures from the high school graduation ceremony of the evening before. There were approximately 175 people in attendance at the show. The presentation was announced several times in the local paper as well as being announced at the high school graduation. The Friday evening after high school graduation was not the best time to realize a large audience. Many of the people who saw the show wanted us to bring it back to Two Harbors after the summer vacation season.

A brief questionnaire was administered to the audience before the show. Questions on one side of the form were to be answered before the show began with additional questions on the reverse side to be answered after the show. The following hypotheses were developed:

H_6: The level of expectation of inclusion in the multimedia show will be be associated with liking to be photographed.

H_7: Those who had direct behavioral experience with photographers will be more likely to attend the multimedia event than those who did not.

Questionnaire Return Rates

One interesting finding was that direct behavioral experience with a photographer significantly affected the return rate of the first two questionnaires. A sample of photographer's identification books (N=11) was examined to determine the return rate of the post card questionnaire. In the sample, 142 cards were distributed with 106 returned (75% return rate.)

The mail questionnaire was sent to 235 people who had been photographed with 158 returned (67% return rate.) For those not photographed in the mail survey, 169 were distributed with 59 returned (35% return rate.) A Z-test of these proportions was significant ($Z= -8.59$, $p<.001$.) One possible explanation was that interaction with photographers was associated with interest in the project and in providing research information. However, the well-known Hawthorne effect is also a possible explanation.

Approximately 67% of the multimedia show audience completed that questionnaire.

Results

The criterion question used for indicating public opinion toward the project on all forms of the questionnaires was, "Do you like the idea of having Two Harbors photographed?" All evaluative questions were based on a five point Likert-type scale. The three questionnaires are included in the Appendix. The tables generated from the data are grouped by questionnaire for comparison within and between questionnaires. The data from the third questionnaire is relatively uncontaminated by previous questionnaires as only 11% of the respondents received a postcard questionnaire and 16% received the mail questionnaire.

In examining the tables as a whole, it is apparent that the project was an overwhelming success. Very often the worst evaluation was a neutral response. Many of the contingency tables had to discriminate relationships between variables on the two or three values indicating highly positive opinions.

The data shown in Table 9 support H_1. Those photographed , those with direct behavioral experience with photographers, tended to respond more positively to the criterion question for public opinion.

H_2 can be examined using data in Table 3. There is a significant, and fairly strong positive association between liking the photographer as a person and the idea of having Two Harbors photographed.

The data in Tables 2 (postcard questionnaire) and 5 (mail questionnaire) support H_3. The respondents in both tables are very likely the same individuals. The stronger relationship is evidenced in the postcard data, the point in time closest to interaction with photographers.

H_4 could not be tested as only 3 respondents returned more than 1 postcard questionnaire, indicating interaction with more than one photographer.

H_5 stated that age would be negatively associated with public opinion toward the project. The relationship was negative, but it was a weak association and was not significant. Age was also expected to be associated with liking to be photographed. The direction of the relationship was again negative, but the association was weak and not significant (see Table 4.)

H_6 is supported by the data in Table 12. If the photographic subjects enjoyed being photographed, they had a greater expectation of being included in the slide show.

H_7 was not supported by the data. In fact, 55% of the respondents indicated that they had not been photographed.

A strong, and significant, positive association was found between liking to be photographed and liking the photographer as a person (Table 1). Liking the photographer was also a function of the length of time in interaction with the photographer (Table 10). Additionally, liking to be photographed was significantly associated with expectation of one's picture appearing in the newspaper and the slide show (Tables 8 and 11 respectively).

Liking for one's picture to be published in the local newspaper was significantly and positively associated with the expectation of publication and liking Two Harbors being photographed (Tables 7 and 6 respectively).

Table 13 indicates that liking to have one's photograph appear in the multimedia show is not significantly associated with the expectation of inclusion in the show. A similar relationship with newspaper publication was significant (see Table 7).

Finally, Table 14 shows the distribution between liking the multimedia show overall and liking the image of one's self portrayed in the slide show. The distribution indicates a very positive response.

Conclusion

This project is considered exploratory in nature. The data yielded some interesting relationships, but more work is needed to refine the measure of public opinion. A more complex instrument might have yielded more variation in the data, making a more in-depth analysis possible. Additionally, more work is needed to accurately determine responses on the individual levels to the actual images produced by a major photographic effort. The project was deemed a success in integrating research and teaching.

References

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Post-card Questionnaire Data

TABLE 1

Like Being Photographed	Like Photographer: ≤ Like Somewhat	Like Photographer: Like Very Much	Total
Like Very Much	0 (10.9)	67 (56.1)	67
Like Somewhat	13 (9.8)	47 (50.2)	60
≤ Neither Like nor Dislike	17 (9.3)	40 (47.7)	57
Total	30	154	184

X^2=21.88 2df p<.001
Cramer's V = .34

TABLE 2

Like Being Photographed	Like Two Harbors Photographed: ≤ Like Somewhat	Like Two Harbors Photographed: Like Very Much	Total
Like Very Much	4 (13.5)	63 (53.5)	67
Like Somewhat	13 (12.1)	47 (47.9)	60
≤ Neither Like nor Dislike	20 (11.5)	37 (45.5)	57
Total	37	147	184

X^2=16.39 2df p<.001
Cramer's V = .30

TABLE 3

Like Photographer	Like Two Harbors Photographed: ≤ Like Somewhat	Like Two Harbors Photographed: Like Very Much	Total
Like Very Much	20 (30.1)	134 (123.0)	154
≤ Like Somewhat	17 (6.0)	13 (24.0)	30
Total	37	147	184

X^2=29.82 1df p<.001
Cramer's V = .40

TABLE 4

Like Being Photographed	Age: ≤ 21	22-33	34-51	52-66	67-84	Total
Like Very Much	18 (13.1)	11 (12.0)	12 (14.5)	14 (12.7)	10 (13.4)	65
Like Somewhat	13 (12.1)	11 (11.1)	10 (13.4)	10 (11.7)	16 (12.4)	60
≤ Neither Like nor Dislike	5 (10.9)	11 (10.9)	16 (12.1)	11 (10.6)	11 (11.2)	54
Total	36	33	40	35	37	179

X^2=10.20 8df n.s.
Cramer's V = .17

TABLE 5

Like Being Photographed

Like Two Harbors Photographed	≤ Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
Like Very Much	37 (41.1)	36 (38.5)	56 (49.4)	129
≤ Like Somewhat	12 (8.0)	10 (7.5)	3 (9.6)	25
Total	49	46	59	154

X^2=8.87 2df p<.02
Cramer's V = .24

TABLE 6

Like Photo to Appear in Newspaper

Like Two Harbors Photographed	≤ Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
Like Very Much	41 (48.5)	42 (40.3)	47 (41.1)	130
≤ Like Somewhat	18 (10.5)	7 (8.7)	3 (8.9)	28
Total	59	49	50	158

X^2=11.72 2df p<.003
Cramer's V = .27

TABLE 7

Like Photo to Appear in Newspaper

Expect Photo to Appear In Newspaper	≤ Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
≥ Likely Will Appear	0 (7.4)	3 (6.2)	17 (6.5)	20
Do Not Know	35 (36.4)	37 (30.7)	27 (32.0)	99
Likely Will Not Appear	11 (6.6)	4 (5.6)	3 (5.8)	18
Very Likely Will Not Appear	11 (6.6)	4 (5.6)	3 (5.8)	18
Total	57	48	50	

X^2=37.78 6df p<.001
Cramer's V = .35

TABLE 8

Like Being Photographed

Expect Photo to Appear In Newspaper	≤ Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
Likely Will Appear	1 (6.4)	6 (6.0)	13 (7.7)	20
Do Not Know	31 (31.2)	27 (29.3)	40 (37.6)	98
Likely Will Not Appear	7 (5.7)	8 (5.4)	3 (6.9)	18
Very Likely Will Not Appear	10 (5.7)	5 (5.4)	3 (6.9)	18
Total	49	46	59	154

X^2=17.76 6df p<.007
Cramer's V = .24

TABLE 9

Photographed

Like Two Harbors Photographed	No	Yes	Total
Like Very Much	22 (3.1)	128 (12.9)	150
Like Somewhat	9 (4.7)	15 (19.3)	24
≤ Neither Like Nor Dislike	6 (3.1)	10 (12.9)	16
Total	37	153	190

X^2=10.50 2df p<.006
Cramer's V = .24

TABLE 10

Length of Longest Conversation With Photographer

Like Photographer with whom Most Time was Spent	<5 Minutes	5-10 Minutes	10-30 Minutes	>30 Minutes	Total
Like Very Much	12 (18.4)	41 (42.2)	40 (38.4)	26 (20.0)	119
≤ Like Somewhat	12 (5.6)	14 (12.8)	10 (11.6)	0 (6.0)	36
Total	24	55	50	26	155

X^2=17.96 3df p<.001
Cramer's V = .34

TABLE 11

Like Being Photographed

Like Photo to Appear in Show	≤ Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
Like Very Much	1 (5.2)	5 (6.2)	10 (4.6)	16
Like Somewhat	2 (5.6)	10 (6.5)	5 (4.9)	17
≤ Neither Like Nor Dislike	14 (6.2)	5 (7.3)	0 (5.5)	19
Total	17	20	15	52

X^2=29.43 4df p<.001
Cramer's V = .53

TABLE 12

Expect Photo to Appear in Show

Like Being Photographed	≤ Do Not Know	Likely Will Appear	Very Likely Will Appear	Total
Like Very Much	5 (11.4)	6 (4.2)	7 (3.5)	18
Like Somewhat	13 (12.7)	5 (4.6)	2 (3.9)	20
≤ Neither Like Nor Dislike	15 (10.8)	1 (3.9)	1 (3.3)	17
Total	33	12	10	52

X^2=14.37 4df p<.01
Cramer's V = .37

TABLE 13

Like Photo to Appear in Show

Expect Photo to Appear in Show	≤ Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
≥ Likely Will Appear	3 (6.9)	6 (6.2)	10 (5.9)	19
Do Not Know	12 (9.1)	8 (8.2)	5 (7.7)	25
Likely Will Not Appear	1 (1.5)	2 (1.3)	1 (1.2)	4
Very Likely Will Not Appear	3 (1.5)	1 (1.3)	0 (1.2)	4
Total	19	17	16	52

X^2=10.52 6df p<.10
Cramer's V = .32

TABLE 14

Like Image of One's Self in Show

Like Show	Dislike Somewhat	Neither Like Nor Dislike	Like Somewhat	Like Very Much	Total
Like Very Much	1	1	3	20	25
Like Somewhat	1	0	0	0	1
Total	2	1	3	20	26

Note: No statistics are computed due to small sample size.

APPENDIX

Post-card Questionnaire

TWO HARBORS PHOTOGRAPHIC DOCUMENTARY

Instructions: Please mark the one box which best describes your answer to each question.

1. Did you like being photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

2. Did you like the photographer as a person?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

3. Do you like the idea of having Two Harbors photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

4. What is your age? _____ THANK YOU!

Mail Questionnaire

TWO HARBORS PROJECT

The instructor and students of a University of Minnesota documentary photography class are conducting a research study connected with their recent photographic trip to Two Harbors. Your name was scientifically selected to obtain a random sample of Two Harbors residents, and we hope you will answer a few questions concerning the project.

Please be completely honest in your answers. Your responses will be held in strictest confidence, and your name is not needed on the questionnaire.

A self addressed, stamped envelope is included for your convenience. Please fill out this questionnaire even if you have previously filled out a postcard questionnaire.

It would be extremely helpful if you would mail your questionnaire by:

NOON on
WEDNESDAY
MAY 31, 1978

QUESTIONS

1. Did you know about the Two Harbors photographic documentary project before receiving this questionnaire?

   Yes ___ (go to question 1a)
   No ___ (go to question 3)

1a. Where did you learn about the photographic documentary?

   Family ____
   Friend ____
   Co-worker ____
   Newspaper ____
   Other ____

1b. If you heard about the project in conversation, was the topic of the Two Harbors documentary initiated more often by you or more often by others?

   More often by me ____
   More often by others ____

2. Were you photographed?

   Yes ___(go to question 2a)
   No ___(go to question 3)

2a. Were you photographed by more than one photographer?

   Yes ___ How many? ___
   No ___

2b. Did you have a chance to talk with one or more photographers?

   Yes ___
   No ___

PLEASE TURN OVER

2c. How long did you talk with the photographer that you spent the most time with?

   Less than 5 Minutes ____
   5 to 10 Minutes ____
   10 to 30 Minutes ____
   30 to 60 Minutes ____
   More than 60 Minutes ____

2d. Did you like being photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

2e. Please briefly describe your reactions to being photographed.

2f. Did you like the photographer that you spent the most time with?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

2g. Do you expect that your picture will be published in the Lake County News-Chronicle?

Very Likely Will Not Appear	Likely Will Not Appear	Do Not Know	Likely Will Appear	Very Likely Will Appear
☐	☐	☐	☐	☐

2h. Would you like for your picture to be published in the Lake County News-Chronicle?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

3. Have you seen any pictures from the project published in the Lake County News-Chronicle?

   Yes ___ Which issues?_____
   No ___

4. Do you like the idea of having Two Harbors photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

5. What is your age? _____

Thank you very much for your time and help!

Multimedia Show Questionnaire

TWO HARBORS SLIDE SHOW

Welcome to the slide show of Two Harbors produced by students of the University of Minnesota!

As part of a research project related to the photographic documentary, we hope you will take a few minutes to answer a few questions both before and after the show. Please answer these questions even if you have filled out other questionnaires from the project. Please be honest in your responses.

INSTRUCTIONS:

Please answer the questions on this page BEFORE seeing the slide show.

1. Were you photographed?

   Yes ___ (go to question 1a.)
   No ___ (go to question 2.)

   1a. Did you like being photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

   1b. Do you like the idea of having Two Harbors photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

   1c. Do you expect that your picture will appear in the slide show?

Very Likely Will Not Appear	Likely Will Not Appear	Do Not Know	Likely Will Appear	Very Likely Will Appear
☐	☐	☐	☐	☐

   1d. Would you like to have your picture appear in the slide show?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

2. How did you learn of the slide show tonight?

   Family ___ Newspaper ___
   Friend ___ High School ___
   Co-worker ___ Other _____

PLEASE ANSWER QUESTIONS ON OTHER SIDE AFTER SEEING THE SHOW

INSTRUCTIONS:

Please answer the questions on this page AFTER seeing the slide show.

3. Was your picture in the slide show?

   Yes ___ (go to question 3a.)
   No ___ (go to question 4.)

   3a. Did you like the image of yourself portrayed in the slide show?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

4. Did you like the slide show overall?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

5. Did you like the image of Two Harbors portrayed by the pictures in the slide show?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

6. Do you like the idea of having Two Harbors photographed?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

7. Would you like to see a picture book published from these pictures of Two Harbors?

Dislike Very Much	Dislike Somewhat	Neither Like nor Dislike	Like Somewhat	Like Very Much
☐	☐	☐	☐	☐

8. Have you filled out a previous questionnaire on this project?

   ___ Postcard questionnaire
   ___ Questionnaire mailed to my residence
   ___ Did not fill out previous questionnaire

9. What is your age _____ and sex_____?

THANK YOU VERY MUCH FOR YOUR TIME AND HELP! PLEASE RETURN QUESTIONNAIRE AT THE EXIT.